

South Dakota Tobacco Prevention & Control Program
Update to GOAC 8/25/15

Tax on cigarettes and tobacco products increased via initiated measure effective January 1, 2007.

- All revenue in excess of thirty million dollars collected annually shall be deposited in the tobacco prevention and reduction trust fund.
- \$5,000,000 of the revenue deposited annually in the tobacco prevention and reduction trust fund to implement the tobacco prevention and reduction program.
- FY2015 – Legislature approved using \$500,000 of the tobacco tax dollars for mosquito control efforts. \$4,500,000 of the tobacco tax is used for the tobacco control program in addition to federal funds.

Tobacco Strategic Plan: In 2014 the Tobacco Program along with key partners developed a 5 year tobacco strategic plan including implementation strategies and key performance measures. Plan available at befreesd.com/about

- Four Goal Areas
 - Prevent initiation of tobacco use
 - Promote quitting among adults and youth
 - Eliminate exposure to secondhand smoke
 - Identify and eliminate tobacco-related disparities among population groups

Tobacco Funds Budget- \$5,412,510 FY16

Tobacco Control Counter Marketing (\$925,072 Other Funds)

- Implement evidence-based media strategies targeting priority populations
 - Priority populations include pregnant women and young mothers, youth and young adults, spit tobacco users, Medicaid recipients, people with mental health and substance abuse conditions and American Indians

Community/School (\$1,641,628 Other Funds)

- Provide technical assistance, best practices training and the Community/School Partnership grants program
- Funds 14 community and school partnership grants for tobacco prevention and control activities at the local level
- Funds provided to 25 school districts to support implementation of evidence-based youth prevention and cessation programming
- Work site wellness outreach to reduce chronic disease through cessation resources, smoke free living and promotion of healthy choices.

Cessation/Statewide (\$1,933,300 Other Funds)

- Provide comprehensive evidence-based tobacco cessation services through the South Dakota QuitLine
 - QuitLine provides telephone coaching and cessation medications/products
 - The SD QuitLine has maintained one of the highest quit rates in the nation. In 2013, the SD QuitLine's 7-month success rate was 43.9%, significantly higher than the national rate of 28.7%

Personnel and Evaluation (\$912,510 Federal Funds)

- Provide for personnel and evaluation for state tobacco programs.

